



Implementation and Evaluation Report

How to Use Your iPhone

Implemented Spring 2014
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Implementation and Evaluation Report

Use the template below to guide the construction of your *Implementation and Evaluation Report*. You may modify and reformat this document as needed, but your final report should include responses to all sections of this template. You should construct and format this plan as though it were being delivered to a client that funded the development of your instructional module. Write as though this is the final report you will deliver to your client and other stakeholders within the client's organization. The suggested length for this is 2-4 pages (before attachments).

Module Overview and Description:

The instructional module 'How to Use Your iPhone' is geared towards educating the target audience on some basic uses and functions of their iPhone. The goals are to instruct users on how to add contacts, use applications pre-installed on the iPhone and download applications from the iTunes application store. Due to the increase in iPhone sales, the design team feels there is a definite need to design and develop an instructional module to help guide iPhone users through basic functions and to ensure the customer and learner is given the proper training on the use of their new phone. Instruction, involving a training module, will provide new iPhone users the knowledge and skills of adding contacts, using pre-installed applications and downloading applications from the iTunes application store. Most of the learners, if not all, will be familiar with a basic cell phone and will be familiar with some of the terminology associated with Smartphones.

Description of Implementation

The Implementation of the Instructional module began with administering a pre-test to gather some demographic information on the learner audience. The class of five learners consisted of 4 females and 1 male. The age range was from 17 as the youngest to 76 as the eldest. There was one full-time student, three full-time workers and one retiree. The economic spectrum spanned all socio-economic levels. The module was implemented using a webinar format through the website anymeeting.com (Any Meeting). This method of delivery allows you to either send the media electronically or share the facilitator's desktop. The latter was

chosen for this instruction, and the user guide adapted from 'Gizmodo' was emailed to the users for additional. (Gizmodo Staff, 2013) Meeting invites were sent 1 week prior through the registration feature of the website. Using the desktop sharing function, learners were able to view the YouTube Video 'How to Set Up and Activate an iPhone 4S'. (Evans, 2011) The video was paused at certain points in order to give the learners ample opportunity to practice the tasks being presented. After completing the video viewing, the class reviewed the Gizmodo handouts for additional instruction. See Implementation and Facilitator Guide for implementation details.

Evaluation of the instruction was to be given before (pre-test for demographic and learner characteristics data), during (summative to determine if there was a transfer of knowledge) and after (confirmative to gather information regarding the effectiveness of the instruction). See appendix for evaluation tools.

The format of this instruction works well for distance learning and using the webinar allows for interaction between the instructor and the students. This type of interaction makes for more meaningful learning in that it allows for immediate feedback where clarification is needed. One challenge of using electronic media via webinar is managing the scheduling of all students. The beauty of learning online is the ability to customize the instruction to fit the learner's time constraints.

Analysis of Evaluation Data

A critical step in the ADDIE model behind Design and Implementation would be Evaluation. While it comes at the end of the process, it is an integral part of the entire model whereby evaluations should be conducted before during and after implementation in order to ascertain what is working and what is not. All groups of stakeholders should be included in the evaluation process so that a range of empirical data may be collected that addresses the toll from all aspects. (Gay, 2013)

The pre-test provided the following information:

Students: 5

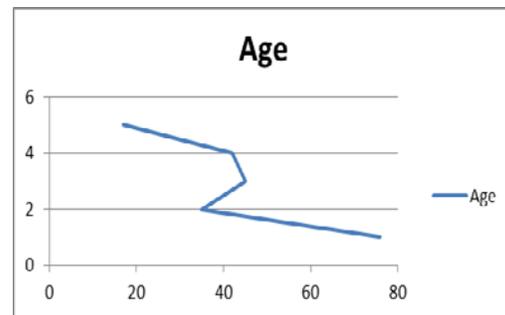
Gender: 4 female, 1 male

Age Range: 17 to 76

Education: College (3), Some College (1), H.S. (1)

Vocations: Retired, Teacher, Exec Assistant (2), H.S. Student

iPhone Ownership: 1 yes, 4 no



Data collection for the summative and confirmative data proved problematic and was not performed, so analysis of the outcome is not possible. Analysis will be addressed in the key points summation.

Proposed Revisions and Key Points: Embedded Audio File

Revisions:

- 1) Create an additional module that can be implemented as a self-directed instruction. (Current module can be used for either electronic delivery or face-to-face instruction.)
- 2) Create a timeline that covers sufficient time for assessment during and after instruction.
- 3) Create on-line evaluations through media such as SurveyMonkey.
- 4) Create additional instruction for non-iPhone users.

***Note:** For this section, your written response should be a simple bulleted list of Key Points. Your full response including your full explanation of revisions and supporting rationale should be submitted in the form of an audio file that you will embed in your final pdf document. Using Adobe Acrobat Professional, convert your final report to a pdf

document. Then, using Adobe Soundbooth, record your responses to the questions in this section and embed the sound file in your final document.

Reference List:

- (n.d.). Retrieved February 27, 2014, from Any Meeting: <http://anymeeting.com/>
- (n.d.). Cutting Edge IDT. (2013). *Implementation and Facilitation Guide*. Implementation and Evaluation Plan, Walden University, Instructional Design Technology, Minneapolis.
- Evans, A. (2011, October 14). How to Set Up and Activate an iPhone 4S.
- Gay, D. L. (2013). *The Importance of Evaluation*. Walden University, Instructional Design Technology. Inglewood: Unpublished.
- Gizmodo Staff. (2013, December 25). *How to Set up Your New iPhone the Right Way*. Retrieved December 2013, from Gizmodo: <http://gizmodo.com/how-to-set-up-your-new-iphone-the-right-way-1354840234>
- Smith, F. (n.d.). *Four Stages of Formative Evaluation*. Retrieved December 9, 2013, from eHow: http://www.ehow.com/info_8055179_four-stages-formative-evaluation.html